NITE IZE®
Nite Ize, Inc. • 5660 Central Ave • Boulder, CO 80301 • 303-449-2576 • 800-678-6483 • info@niteize.com
DISCOVER YOUR SOLUTION™ NITEIZE.COM

March 27, 2015

[redacted]

Dear [redacted]:

Our consumer-facing website, www.niteize.com, is hosted and managed by a third-party website services provider. We recently learned from our service provider that our online store was subject to an attack in early March, and as a result, certain customer information may have been accessed by unauthorized parties. We immediately worked with our website provider to block the attack, repair the system, and investigate the incident and damage it caused. At this time, we cannot confirm that your data was stolen but are sending you this letter in an abundance of caution.

The customer data involved may include information that you shared with us when creating a website profile or ordering products, such as your name, Nite Ize user name, Nite Ize password, mailing address, email address, ad/or telephone number(s). Your credit card number or other payment method information was not similarly stored and is not involved.

The next time you visit www.niteize.com, you will be required to reset your password. If you may have used the same password on other websites or services, we encourage you to change those as soon as possible to protect your other online accounts.

We take seriously our responsibility to protect the personal information you provide to us and apologize for this unfortunate event. We have been actively investigating the incident with our website service provider and immediately took steps to protect our website against further unauthorized access.

We recommend that you guard against identity theft by vigilantly monitoring account statements and free credit reports available through the major credit bureaus listed below. We also urge you to report any suspected incidents of identity theft to local law enforcement or to your state Attorney General's office.

You can learn more about how to protect yourself against identity theft by contacting the Federal Trade Commission (FTC) toll-free at (877) ID-THEFT (43-84338), by mail at 600 Pennsylvania Avenue NW Washington, D.C. 20580, or through their website at https://www.ftccomplaintassistant.gov. You can also contact your state Attorney General's office or one of the three major credit bureaus listed here:

Equifax	Experian	TransUnion
P.O. Box 740256	P.O. Box 9554	P.O. Box 2000
Atlanta, GA 30374	Allen, TX 75013	Chester, PA 19022
www.equifax.com	www.experian.com	www.transunion.com
Toll free: (800) 525-6285	Toll free: (888) 397-3742	Toll free: (800) 680-7289

At your request, the credit bureaus can place a fraud alert on your credit file. A fraud alert lets creditors know to contact you before opening any new accounts or changing your existing accounts. If you contact one credit bureau, it is required to notify the other two, which will also place an alert on their versions of your credit report.

For MASSACHUSETTS residents: Under Massachusetts law, you have the right to obtain any police report filed regarding this incident. You may also choose to place a security freeze on your credit report. Note that while a security freeze prohibits a credit reporting agency from releasing any information from your credit report without your authorization, it may delay or otherwise interfere with any requests you make for loans or other services. Information regarding how you place a security freeze is at the end of this letter.

For NORTH CAROLINA residents: You can also contact the North Carolina Attorney General's Office for more information about preventing identity theft at:

North Carolina Attorney General's Office
9001 Mail Service Center
Raleigh, NC 27699-9001
Telephone: (919) 716-6400
Fax: (919) 716-6750

For more resources on how to protect yourself against identity theft or for any other assistance related to this incident, please visit http://www.niteize.com/notice or contact us at Questions@niteize.com or 720-508-4791.

Sincerely,

Nite Ize, Inc.

To place a security freeze on your credit report, you must make a written request to each of the three major bureaus. You may contact the bureaus using the information here:

Equifax Security Freeze	Experian Security Freeze	TransUnion
P.O. Box 105788	P.O. Box 9554	P.O. Box 2000
Atlanta, GA 30348	Allen, TX 75013	Chester, PA 19022
www.equifax.com	www.experian.com	www.transunion.com
Toll free: (800) 685-1111	Toll free: (88) 397-3742	Toll free: (800) 680-7289

If you have been a victim of identity theft and you provide the credit reporting bureau with a valid police report, it cannot charge you to put in place, lift, or remove a security freeze. Otherwise, a credit reporting agency may charge you up to $5.00 each to put in place, temporarily lift, or permanently remove a security freeze.

In order to request a security freeze, you will need to provide some or all of the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses where you have lived over the prior five (5) years;
5. Proof of current address such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.)
7. If you are a victim of identity theft, a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft;

If you are not a victim of identity theft, you will need to include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password, or both that can be used by you to authorize the removal or lifting of the security freeze.